



PARK. LOOK. LOCK.

HEATSTROKE PREVENTION NEWSLETTER

JULY 15, 2020

Thank you for joining [Safe Kids Worldwide](#), [KidsAndCars.org](#), [noheatstroke.org](#) and the [National Safety Council](#) in our mission to prevent hot car deaths.

July is the deadliest month of the year for heatstroke, and we already have three deaths so far this month, including a three-year-old girl who gained access on her own in Kentucky. This month's newsletter focuses on coming together to be even more vigilant, so we don't experience a repeat of the record death totals of each of the past two years.

We have momentum. On July 1, NHTSA hosted a press conference and roundtable discussion to raise awareness of risks involving kids and hot cars. At the same time, the U.S. House of Representatives passed the Moving Forward Act, H.R.2, that prioritizes traffic safety programs and vehicle safety initiatives. The legislation directs NHTSA to require technology in vehicles that can detect the presence of a child left unattended in car. If enacted by Congress, this legislation promises to save lives.

The tragedy of a hot car death can happen to anyone, even the most loving and caring parents. As temperatures throughout the country soar during the summer months, we must continue to work together and commit to use every tool in our toolbox – whether it's awareness, education, technology or advocacy – to make sure no child ever dies this way again.

Please share this newsletter with others in your network, and encourage them to [subscribe today](#).

TAKE ACTION: NATIONAL DAYS OF SOCIAL MEDIA

Please schedule today and help amplify the message.

Sample Posts and Images

(Download images [here](#).)

July is the hottest month of the year and has been the worst for #heatstroke deaths. 9 kids have died this year. Help prevent another tragedy by never leaving a young child in a car, even for a moment. #CheckForBaby #HeatstrokeKills

If you see a young child alone in a car, call first responders at 911. They are trained to respond to these situations. One call could save a life. #CheckForBaby #HeatstrokeKills

Heatstroke can happen to anyone, even the most loving and caring parents. As summer temperatures soar, here are 4 ways to protect you child. #CheckForBaby #HeatstrokeKills <https://bit.ly/38T7q18>

Always check the back seat for baby! Make it an everyday habit! #lookbeforeyoulock #heatstrokekills

Submitted by [Safe Kids Worldwide](#)

IN THIS ISSUE

**TAKE ACTION:
NATIONAL DAYS
OF SOCIAL MEDIA**

TRENDS

RESOURCES

FAMILY STORY



TRENDS

As we move through July and August, we are in the months with historically the highest average numbers of Pediatric Vehicular Heatstroke (PVH) deaths. Not only is this the time of year when temperatures are warmest, but it is also when people's normal school year daily patterns are often more disrupted than usual; and during these non-normal pandemic times this may be especially true.

It is also a time of year, usually, when children are at home more and the incidence of deaths due to children gaining access rises. Data for the period of 1998-2019. Consequently, in June and July, we see these cases rise, and then in August as kids go back to school the percentage decrease.

And a reminder: it does NOT have to be unusually hot, or take very long, for a vehicle to heat to temperatures that are potentially fatal.

Submitted by noheatstroke.org.

RESOURCES

This summer, be a hero and help end preventable hot car deaths among children!

You will be joining in a collaborative effort led by safety leaders from around the country. Secretary of Transportation Elaine L. Chao, NHTSA Deputy Administrator James Owens, U.S. Senator Roger Wicker (R-MS), Safe Kids Worldwide President Torine Creppy and Alliance for Automotive Innovation President John Bozzella spoke during a virtual NHTSA press event and heatstroke roundtable on July 1.

After opening remarks were delivered, representatives from noheatstroke.org, the [National Safety Council](#), [Safe Kids Worldwide](#) and the [Juvenile Products Manufacturers Association](#) participated in a panel discussion. If you missed this event, you can still listen to a recording to learn how to help end preventable hot car deaths. The [event recording](#) and [event media kit](#) can be found at cpsboard.org/heatstroke.

Moving forward, we need everyone to share a unified message as opportunities arise while working with others to raise awareness of risks involving children and hot cars. Whether you are a parent, caregiver, neighbor, legislator, advocate or educator, we ask you to help share information about the importance of drivers ALWAYS checking the back seat when exiting a vehicle, always locking an unattended vehicle and never leaving a child alone in a vehicle – not even for a minute. Share information on social media using the hashtags #HeatstrokeKills and #CheckForBaby.

In addition, NHTSA offers an array of assets and tools to support pediatric vehicular heatstroke prevention efforts. These free resources can be found on NHTSA's [Traffic Safety Marketing website](#). Also, you can find a free online course that documents the three primary circumstances that have led to children dying and what we all can do to prevent these deaths on cpsboard.org/heatstroke.

Pediatric Vehicular Heatstroke Deaths

	Forgotten	Accessed	Left	All
May	46	18	24	88
Jun	89	56	29	174
Jul	95	65	33	193
Aug	107	51	30	188
Sep	62	16	12	90

Data 1998-2019. Does not include 14 unknown circumstances cases.

Percentage PVH Deaths by Circumstances

Annual	54.9%	25.6%	19.5%
	Forgotten	Accessed	Left
May	52.3%	20.5%	27.3%
Jun	51.1%	32.2%	16.7%
Jul	49.2%	33.7%	17.1%
Aug	56.9%	27.1%	16.0%
Sep	68.9%	17.8%	13.3%

Data 1998-2019. Does not include unknown circumstances cases.

As we move into the heat of the summer, it is particularly important to remember the temperature inside a vehicle can become deadly in minutes. If you see a child left alone, call 911 immediately. If the child is unresponsive, don't wait for help. Break into the vehicle to save a life!

To support advocates, NHTSA has created [“Park-Look-Lock”](#) campaign materials, a social media playbook, graphics, banner ads and “Be a Hero” images. In addition, NHTSA provides earned media resources such as templates for creating a fact sheet, safety tips, sample news releases, a letter to the editor and sample Op Eds. These materials are available in English and Spanish, along with sample materials to support print and radio ads, social media and web videos.

So, we ask you to join NHTSA and other advocacy partners and commit to be a hero, and help share information to end preventable hot car deaths among children!

Submitted by the [National Safety Council](#)

FAMILY STORY

Written by Charly's Mommy

September 3, 2019 was the day our whole world came crashing down. It was the day we lost our baby girl and Heaven gained an angel. Charlotte “Charly” Josephine Jones wasn't really a baby as she was a couple months shy of turning four, but she was our baby. It was a Tuesday, the day after Labor Day. Normally Charly would be dropped off at preschool, but instead we had decided to keep her home that day since she was only going to go that one day, as we were leaving on a family beach vacation the next day. My husband works from home and we agreed she would stay home with him and I would go to work. I debated calling out from work that day so I could get last minute things ready for our trip, but I had a lot to do at work before vacation so I decided to go. My husband was usually the one to take the kids to school as he worked from home. He packed the girls up in our truck and dropped the older two off at their elementary school. Then normally he would drive Charly just down the road to her preschool, but that day he didn't because she was staying home with him. He drove home as he routinely would and got out of the truck, not realizing our daughter was still in the back seat behind him. He went inside and began working.

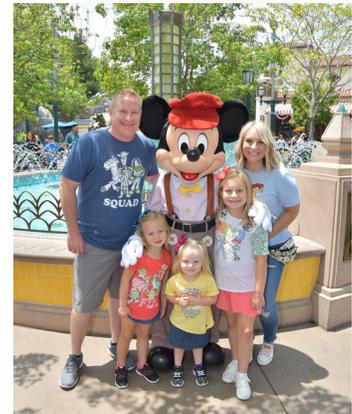
In his mind he thought all the girls were at school and that he had dropped Charly off at preschool. It wasn't until I called him on my lunch break and asked him what Charly was doing. I heard the panic in his voice and he said, “Oh my god, where's Charly?” I knew right away that something was terribly wrong. It was that moment he remembered she was supposed to be home with him and he said “Oh my god I think she is still in the truck. God please don't be in the truck.” He ran out to the truck and he found our precious girl still strapped into the car seat unresponsive. We had lost connection in the process of him running outside and I immediately called 911 from my office phone. They told me they had my husband on the other line and they were responding to our house. It was an hour long drive to the hospital and it was agonizing. It was the longest ride of my life. When I arrived at the hospital my husband was there in a small room waiting for me. I can remember the look in his eyes and it was something I had never seen in the 20 years of being together. It was complete devastation and emptiness. We held each other because we didn't



have the strength to stand. The doctor then came in and told us the news that our baby girl was gone. I cannot even put into words what that felt like. It was indescribable, like I was living in a nightmare. I couldn't believe this was happening. I just couldn't believe it. How was our baby girl gone? We had to leave that hospital without her and it was excruciating. Then we had to go tell our other two daughters that their little sister was in an accident and wasn't coming home and she was now an angel in Heaven. I will never forget the sounds of their cries as they listened to what I was saying. It was soul crushing.



It has been 314 days since we have heard Charly's voice and kissed her face. Charly was so incredibly special. She was our little ray of sunshine, who brought so much laughter and joy into our lives. She was always smiling, giggling, and having fun playing with her older sisters. She loved making funny faces for pictures, which would make us all laugh. She was such a character and had so much sass. Charly was our little dare devil and had no fear. She would be the first to jump off the waterfall into the pool with the biggest smile on her face. Charly loved gymnastics, swimming, taking baths, and eating popsicles for every meal. She adored her sisters and they did everything together. They were inseparable. Her oldest sister Paisley, was five years older than her and had just turned nine. Charly looked up to her and Paisley was the best big sister, always so sweet and caring towards her. Her other sister Ivy was only 14 months older than her. They were so close and did everything together. My heart aches for Paisley and Ivy and the loss of their little sister. Their bond was really special. We cherish all the wonderful memories of the three of them together.



It breaks our hearts to know that there is affordable, available technology that could have detected our baby's presence in Scott's vehicle and saved her life by sounding an alarm. My husband was only 20 feet away from her the entire time she was trapped inside his vehicle. Had he known, he would have done literally anything to protect her. [The Hot Cars Act](#) should be implemented immediately so that all vehicles come with this life-saving technology.

We hope that our story will resonate with other families and that maybe it will help prevent another family from experiencing this unthinkable heartbreak. It has become my mission to spread awareness of how this kind of tragedy can be avoided. I never thought that this could happen to us. We were living this amazing life and had just moved into our dream home 5 months prior. We were about to leave on a family beach vacation when it all came crumbling down. With the love and support of our family, friends, church, community, and even total strangers we have been able to stay strong these last ten months. We hope and pray we can keep Charly's memory alive by telling her story and share how special she was. I know she made a huge impact on so many people in her short 3 years and 10 months on this earth. Now she is our angel watching over us from above.

Submitted by [KidsAndCars.org](https://www.kidsandcars.org)



Permission to reprint/use granted by the National Safety Council © 2020.